

Organ plays at 9, 11 and 5.20
Chimes at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5:30

WANAMAKER'S

WEATHER
Unsettled

Women Were Voting for This Store When Lincoln Was President

It Is a Fact of Actual Record That When This Store

on its first day opened the only doors it had on the Market Street front, it was to go instantly into war and to do battle with every store in the city then in existence.

The battle was not then of the choosing of the man who wrote this yesterday for today's newspaper. It was purely the misconception of the old-time storekeepers as to the purpose of

A New Kind of Store

It never has been the purpose of this Store to be

Competitive, Fussy or Jealous of Others

Months ago we foresaw that a beginning must be made to lower prices and to stem the tide of audacious urgency on the part of certain makers and holders of goods to continue advancement of prices.

We threw our hat into the ring, As Theodore Roosevelt once did, And it is still in the ring!

At a loss we cleared and got the money for several millions of dollars of goods, and little by little we put into our stocks whatever we could buy at lower prices.

Which We Are Now Selling at Newly Made Prices

We Caught Up With the Good Opportunities

and so we shall catch up every day with every opportunity and keep on going after those opportunities.

We shall have

No Hurly-Burly Sales

and we think it hardly fair to coax or excite people to buy months ahead of their wants, when goods may be cheaper two months from now.

At the present time some schemers, who are overstocked, come to us with their old prices marked up one-third or more, that they may be so advertised by the retailer, but, in fact, the goods can be bought at forty off from the face of the bill.

This Is a Store Wholly Different From All Such Trickery

We stand for the people, who expect different of us and whom we protect with all the zeal and knowledge we have gained.

That man or woman, buyer or manager, in our employ, if any such there be, who fails to see that our patrons get every advantage in their purchases of the reductions we secure, will lose his or her place, sure and certain.

We have but little, if any, old stock on hand, and everything is justly marked, some at a considerable loss to ourselves.

This Store will not cease to care first for its patrons while its present owners live.

[Signed]

John Wanamaker

Nov. 2, 1920.

Women's Practical Afternoon Dresses Good at \$35

Distinctly better than any dresses we have had lately for that price.

They are of satin, of tricolette, of charmeuse and of tricotine; they are in navy and other blues, brown and black; they are sometimes braided and beaded, and there is a considerable variety of styles.

(First Floor, Central)



The Shorter Fur Coats of Hudson Seal (Seal-Dyed Muskrat)

are great favorites this season. They are 36 to 40 inches long, are somewhat jaunty in effect, and they have massive shawl collars and deep cuffs of some other fur, such as beaver, gray squirrel, or skunk. Prices run from \$510 to \$640.

Coats of the same length and the same fur, but with no trimming are \$300 to \$570.

(Second Floor, Chestnut)

Charming Silk Dresses for Young Women at \$42.50

And every young woman knows how much use she can get out of a good-looking dark-colored silk dress now and later on.

One model is a soft satin in navy blue, brown or black, with a loose overblouse, stitched in the same or a contrasting color silk. The skirt has an overskirt with graceful loops and ends, back and front.

The other model is just as pretty, many young women will think. It is of crepe de chine, embroidered in heavy silk with a wide, soft girde, tying at one side of the back. The sleeves are long and there is a little lace vestee. In navy blue, brown or black.

Both styles come in 14 to 20 year sizes.

(Second Floor, Chestnut)

Embroidered Serges and Tricotines Take Precedence for Afternoon Gowns

We have just received some very new and beautiful embroidered designs in these two fabrics.

The colors of the embroidery begin amongst the quiet tones and end among the richest multicolors, some being interwoven with gold and silver tinsel. But even the most brilliant will appeal to a refined taste.

Prices begin at \$5.50 and go to \$12 a yard. The width is sufficient for skirt lengths, or, if desired, the material can be used in a different way.

(First Floor, Chestnut)

Just Think of These Silks for \$2 a Yard!

A new shipment of that beautiful novelty Georgette crepe, woven, not printed, in self-colored stripes, checks and a few borders. They are 40 inches wide and mostly in evening shades. These same crepes formerly sold for three times this price.

New crepe de chine, 40 inches wide, in black and colors. There is a slight imperfection in the weave, such as almost every crepe de chine has, and it will by no means affect the wearing qualities. In fact, you can hardly see it. But the price would be a half again as much if it were not there.

(First Floor, Chestnut)

Golden Slippers

Slippers of gold cloth are coming into favor again to wear with golden and bronze color schemes, and other lovely light-toned gowns. They have pointed toes, two-inch Louis heels, and are \$16 a pair in the Exclusive Little Boot Shop.

(First Floor, Market)

English Hosiery Stockings at \$2.50—for Women

Wool and cotton mixed, in dark gray and brown heather colorings and with ribbed legs.

The demand for this kind of hose has been greater than ever this year.

(First Floor, Market)

Important Special Sale of Good Luggage

Tomorrow we put on sale about 500 suitcases and traveling bags, some of them fitted, at greatly lowered prices. Some of these pieces are at the lowest prices they have been since the war began.

All fresh, new goods in this season's styles, and made to give long service.

Oak-tanned cowhide suitcases with short straps or straps all around, 24 and 26 inch sizes, \$10.75 and \$12.75.

Traveling bags of cowhide and pigskin, leather lined, the cowhide bags in 16-inch size and the pigskin 18-inch, \$10.75.

Fine cowhide traveling bags, with sewed-in frames, \$13.50.

Fitted traveling bags and cases, large and small, of shiny and dull black leathers, \$19 to \$60. Fittings are white and shell-finish celluloid, gilt and black and nickel and black.

(Main Floor, Chestnut)

Irish Point Sash Curtains of a Particularly Fine Kind

And exceptionally good at the prices—\$10, \$12.50, \$14.50 to \$20 a pair. These are curtains distinctly above the ordinary in quality.

They are a picked selection made to our own ideas of what Irish point curtains should be.

Any woman with an eye for such things will at once notice the difference.

Not only are the curtains made of an exceptionally fine Brussels net, but the patterns are particularly attractive, uncommon and tasteful.

(Fifth Floor, Market)

Prices Lowered on Fine Chenille Rugs

All fresh, new goods and all those very heavy-pile rugs in two-tone effects with shaded borders that are so well liked.

9x12 ft., \$174 8.3x10.6 ft., \$141.50
6x9 ft., \$87 4.6x7.6 ft., \$54

(Seventh Floor, Chestnut)

Blue Tricotine Special at \$3.50 a Yard

It is 54 inches wide, all-wool, and about half the price it was selling for a few months ago.

The weave is very soft and pliable, quite different from many tricotines sold at this price, and the color is a good navy blue. It is the right weight for either suits or dresses.

(First Floor, Chestnut)

Lamp Store Specials

The Lamp Store has just received 500 wicker lamp shades from Japan. They have silk linings and are priced at 50c to \$4.75.

Also 300 small mahogany-finished boudoir lamps at \$2.75. Shades to go with them are \$3 to \$4.50. 100 electric fixtures—one, two, three and four light—for \$2.50 to \$12.50.

25 glass inverted bowls for hall and living-room lighting, \$5 each.

Mahogany-finished boudoir table-lamps and floor lamps, fitted for gas lights, \$6.50 to \$14.50. Shades to go with them, \$3 to \$30.

(Fourth Floor, Central)

Paris Sends More Exquisite Perfumes

They are delicious odors, every one of them, but of course, every one has her preference.

There is a delicious Violet, Rose, Chypre and Muguet extract, put up in the most fascinating bottles. Many people will see wonderful possibilities in them for gifts.

Prices for the extracts are from \$1.75 to \$12 a bottle, and there is a good Eau de Cologne at \$1.65 and \$2 a bottle.

(Main Floor, Chestnut)

You Can Choose From \$100,000 Worth of Wanamaker Furniture at a Reduction of 25 Per Cent

This is believed to be the greatest furniture opportunity ever presented at this time of year in Philadelphia. The furniture involved is divided into three groups of about equal value—dining room, bedroom and living-room, there being substantially over \$30,000 worth of each—or in other words, a very interesting and attractive furniture stock in itself.

This is furniture of high grade, without exception, and many of the suits included are of a magnificent type.

Dining-Room Suits

Mahogany dining-room suit, Georgian motif; 6-foot buffet, china closet, side table, extension table, four side chairs and two arm chairs, \$890.

Walnut suit, Louis XIV motif, with carved edges, buffet, china closet, side table, extension table and six chairs, \$710.

Mahogany dining-room suit, Queen Anne motif; extra-large buffet, 6.6 feet long, side table, oval extension table, set of six chairs, upholstered in blue leather, \$900.

Mahogany dining-room suit, Sheraton motif; china closet, closed side table, extension table and chairs, \$545.



In an Age of Electricity—The Electric Piano

There can be no doubt that the electric reproducing piano is the piano of the future.

The best brains engaged in the making of pianos are devoted to the perfection of the electrically-operated reproducing piano, and the pinnacle of their achievement is the

AMPICO REPRODUCING PIANO

People whose choice of a piano is not limited by their means select such instruments as the Chickering or the celebrated Knabe.

And for the same reason equally fortunate people in search of a player or reproducing piano choose the electrically operated Ampico, which is made in union with the Chickering and the Knabe.

The Ampico reproducing piano is the most highly perfected reproducing mechanism known. It is superb in finish and workmanship and it will reproduce any pianist's performance with a fidelity little short of miraculous.

If you want a reproducing piano that represents the ultimate in the development of such instruments, the Ampico is the thing. People who own other forms of player or reproducing pianos can have them accepted as part payment.

Ampico reproducing pianos are on sale in Philadelphia at Wanamaker's only and may be purchased on convenient terms.

Chickering Ampico, electrically operated, \$2200 and \$3500.

The celebrated Knabe Ampico, electrically operated, \$2100 and \$3500.

From 1:30 to 2:30 every day the marvelous performance of these instruments is demonstrated in what is known as Ampico Hour. You are invited to Egyptian Hall to hear it.

(Egyptian Hall, Second Floor)

English Jersey Garments for Children

Sweaters, first of all, for both boys and girls—a slip-on style, a style that buttons on the shoulder, another that opens at the neck, and a fourth with a double-breasted opening. They come in delightful greens, blues and browns, 24 to 30 inch bust measures; prices, \$3.75 to \$12.50.

Odd and picturesque little dresses of a coarser jersey for little girls. They are blue with white collars, are in sizes for 3 to 6 years and are \$12.75.

Little suits of finely woven jersey for boys of 2 to 5 years. These are in various blues, and sell at \$10.50 to \$15.

(Third Floor, Chestnut)

Many Women Prefer a Soft Kid Glove

There is a certain \$3.50 overseam sewn, two-clasp kid glove that many women like and it is an excellent value. It has Paris point stitching and comes in tan, mode, light brown, white and white with black.

(Main Floor, Central)

Linen Crash Toweling at 35c a Yard

Of pure linen, 16½ inches wide and woven with a neat red border.

Good serviceable toweling moderately marked at 35c a yard.

(First Floor, Chestnut)

Books of Interest

"Pipefuls," by Christopher Morley. Price, \$2. Keenly flavored, aromatic and agreeable essays.

"Lest We Forget," by Hugh Black. Price, \$1.50. A review of the tremendous lessons taught by the World War.

"Who's Who on the Screen," edited by Charles Donald Fox and Milton L. Silver. Price, \$3.50.

"Tahiti Days," by Hector MacQuarrie. \$4.50. A record of leisurely colorful days.

(Main Floor, Thirteenth)

"Hudson Bay" Blankets for Porch and Outdoor Sleeping

"Hudson Bay" blankets are famous. For hunters, trappers, campers and outdoor sleepers they are the finest blankets made. We imported them direct from the English mill that makes them for the Hudson Bay Company.

They are woven of arctic and Australian wool, two yards wide, and two and a half yards long, weigh eight pounds and come in three colors. In other words, they are big enough to lie upon sideways, and roll right into until one is wrapped in warmth. Prices, \$16 and \$18 each.

(Sixth Floor, Central)

Linen Napkins From Scotland \$8.50 a Dozen

Of pure linen, full-bleached and in a good choice of patterns. A direct importation from Dunfermline, Scotland, and the best that have come across the Atlantic in a long time to sell at \$8.50 a dozen. Size 22x22 inches.

(First Floor, Chestnut)